

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
18 November 2004 (18.11.2004)

PCT

(10) International Publication Number  
**WO 2004/099365 A2**

- (51) International Patent Classification<sup>7</sup>: C12N
- (21) International Application Number:  
PCT/US2003/013770
- (22) International Filing Date: 2 May 2003 (02.05.2003)
- (25) Filing Language: English
- (26) Publication Language: English
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- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:**  
— *without international search report and to be republished upon receipt of that report*
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

(54) Title: TRANSCRIPTION FACTOR GENE INDUCED BY WATER DEFICIT CONDITIONS AND ABSCISIC ACID FROM HELIANTHUS ANNUUS, PROMOTER AND TRANSGENIC PLANTS

(57) Abstract: A new transcription factor coding gene induced by water deficit or abscisic acid of *Helianthus annuus*, having a homeodomain associated to a leucine zipper, was characterized. The transcription factor is useful to be cloned in DNA constructions for transforming host cells and plants. The transgenic plants comprising the transcription factor gene are tolerant and resistant to harmful environmental conditions such as water stress and high salinity. A nucleic acid promoting sequence is also provided wherein the sequence is induced by water deficit or abscisic acid. Constructions, host cells and transgenic plants that comprise the transcription factor gene are provided.

WO 2004/099365 A2